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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/990,597	11/21/2001	Jerome Swartz	467XXBX	4220
7590	10/23/2003		EXAMINER	
GLENN F. FRANKENBERGER One Symbol Plaza Holtsville, NY 11741-1300			ST CYR, DANIEL	
			ART UNIT	PAPER NUMBER
			2876	

DATE MAILED: 10/23/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/990,597	SWARTZ ET AL.	
Examiner	Art Unit		
Daniel St.Cyr	2876		<i>MU</i>

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 21 November 2001.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-105 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) 33-51,57-74 and 80-98 is/are allowed.

6) Claim(s) 1-32,52-56 and 75-79 is/are rejected.

7) Claim(s) 99-105 is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

11) The proposed drawing correction filed on _____ is: a) approved b) disapproved by the Examiner.

If approved, corrected drawings are required in reply to this Office action.

12) The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

13) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.

2. Certified copies of the priority documents have been received in Application No. _____.

3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

14) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).

a) The translation of the foreign language provisional application has been received.

15) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s). _____
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449) Paper No(s) <u>5</u> .	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

Claim Objections

1. Claim 99 is objected to because of the following informalities: lines 4-5, “, the improvement” should be deleted. Appropriate correction is required.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1-7, 22, 23, 26, 28-32 are rejected under 35 U.S.C. 102(b) as being anticipated by Gupta et al, US Patent No. 5,361,871.

Gupta et al discloses a product information system for shoppers comprising: a wireless data collecting device 4 having a scanner and a memory for storing scanned product (see col. 8, line 46 to col. 9, line 1); a comprehensive database within the host computer 20 for storing products information; and an intermediate consumer presentation device 2 inherent comprises a communication link for communicating with the wireless data collecting device and the database, a data aggregator for correlating the product on the product list (scanned product) and the information stored in the database, and a display 5 for presenting to the consumer an enhanced presentation of products on the product list and information stored in the database (see figures 1-5; col. 12, line 50+).

Re claim 2, wherein the intermediate device is secured in a shopping cart (see figure 4).

Re claim 3, wherein the display is at least 6" by 6" (see figure and col. 10, line 55+).

Re claims 4, 23, a location tracking agent for determining the approximate location of the intermediate consumer presentation device (see col. 17, using security device for determining the approximate location of the device).

Re claim 5, wherein messaging agent for providing messages to the consumer (providing updating information) (see col. 12, line 50+).

Re claim 6, wherein discount information is displayed (see col. 11, line 60+).

Re claim 7, when sale items are scanned, the display only displays sale items.

Re claim 28, the limitations have been met above.

Re claims 29-32, the unit 2 serves as a kiosk and has means for downloading information from the database.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

6. Claims 8-21, 24, 25, 27, 52-56, and 75-79 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta et al. The teachings of Gupta et al have been disclosed above.

Gupta et al fail to disclose or fairly suggest all the details of the method steps including all the information stored in the database, such as data containing behavior characteristic, the location of the product within the establishment, etc.

However, these method steps for establishing a customer database are notoriously old and well known in the art.

It would have been obvious for a person of ordinary skill in the art at the time the invention was made to incorporate the well-known steps into the system Gupta et al to better assist customers when purchasing their goods. Such modification would make the system more effective by providing means to better guide the customer though the establishment and would allow the system to address each individual needs according to their purchase history. Therefore, it would have been an obvious extension as taught by Gupta et al.

Allowable Subject Matter

7. Claims 99-105 would be allowable if rewritten or amended to overcome the objection set forth in this Office action.

8. Claims 33-51, 57-74, and 80-98 are allowed.

9. The following is a statement of reasons for the indication of allowable subject matter: Although the prior art of record teaches an interactive system for assisting customers which wireless device for communicating to an intermediate device wherein the intermediate device is linked to a database for accessing updated information, the prior art of record fails to disclose or fairly suggests all the details including setting the wireless device to an in store mode and out of

the store mode, a kiosk for linking the communication port of the shopping device, triggering agent for triggering a display, etc. These limitations in conjunction with other limitations in the claims were not shown by the prior art of record.

Conclusion

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Daniel St.Cyr whose telephone number is 703-305-2656. The examiner can normally be reached on Mon-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Michael G Lee can be reached on 703-305-3503. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-0956.

Daniel St.Cyr
Primary Examiner
Art Unit 2876

DS
October 16, 2003